

Listing of the Claims

1-15. (Canceled)

16. (Previously Presented) An apparatus, including
- at least one client device under the control of a provider who wishes to create a web page that is used in a dynamic system for trading goods and services;
 - at least one server device that can be accessed by said client device;
 - a memory coupled to said server device, wherein said memory includes a computer program providing an interactive set of instructions for generation of web pages and determination of at least one web site;
 - a database coupled to said server, wherein said database includes at least one record regarding a provider;
 - at least one web site wherein said web pages are displayed;
 - a communication link;
 - said instruction including an instruction to present a query to said client device for demographic information;
 - an instruction to receive said demographic information from said client device and store said demographic information said database;
 - an instruction to provide a set of interactive steps to said client device;
 - an instruction to receive a response from said client device to said set of interactive steps, wherein said interactive steps are responsive to feedback from said client device;
 - an instruction to store said feedback in said database;
 - an instruction to generate said web page based upon said feedback;

an instruction to compare said demographic information;
an instruction to associate the results of said instruction to compare with a web site;
an instruction to display said web page at said web site; and
an instruction to charge said provider a fee.

17. (Previously Presented) An apparatus, including

at least one client device under the control of a provider who wishes to create a web page that is used in a dynamic system for trading goods and services;
at least one server device that can be accessed by said client device;
a memory coupled to said server device, wherein said memory includes a computer program providing an interactive set of instructions for generation of web pages and determination of at least one web site;
a database coupled to said server, wherein said database includes at least one record regarding a provider;
at least one web site wherein said web pages are displayed;
a communication link;
said instruction including an instruction to present a query to said client device for demographic information;
an instruction to receive said demographic information from said client device and store said demographic information said database;
an instruction to provide a set of interactive steps to said client device;
an instruction to receive a response from said client device to said set of interactive steps, wherein said interactive steps are responsive to feedback from said

client device including one or more interactive steps involving compositional elements for inclusion in said web page;

- an instruction to store said feedback in said database;

- an instruction to generate said web page based upon said feedback;

- an instruction to compare said demographic information;

- an instruction to associate the results of said instruction to compare with a web site;

- an instruction to display said web page at said web site; and

- an instruction to charge said provider a fee.